

Rep Order# 9801325 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/22/2012 4:51 PM
Last Received: 08/22/2012 3:12 PM
Showing Buylines: All Lines

1 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate#
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	5A-530A	GM CINC	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	2	TU-F,M	530A-6A	GM CINC	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	3	TU-F,M	6A-630A	GM CINC	:30	\$190.00	10/09-10/15	5	1	5	\$950.00	
	4	TU-F,M	630A-7A	GM CINC	:30	\$190.00	10/09-10/15	5	1	5	\$950.00	
	5	TU-F,M	7A-730A	EARLY SHW	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	6	TU-F,M	730A-8A	EARLY SHW	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	7	TU-F,M	8A-830A	EARLY SHW	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	8	TU-F,M	830A-9A	EARLY SHW	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	9	TU-F,M	430A-459A	NEWS	:30	\$30.00	10/09-10/15	5	1	5	\$150.00	
	10	SA	6A-630A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	11	SA	630A-7A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	

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Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	SA	7A-730A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	13	SA	730A-8A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	14	SA	8A-830A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	15	SA	830A-9A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	16	SA	9A-930A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	17	SU	430A-459A	NEWS	:30	\$25.00	10/14-10/14	1	1	1	\$25.00	
	18	TU-F,M	9A-10A	DRS	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	19	TU-F,M	10A-11A	ANDERSON	:30	\$100.00	10/09-10/15	5	1	5	\$500.00	
	20	TU-F,M	11A-12P	PRICE	:30	\$160.00	10/09-10/15	5	1	5	\$800.00	
	21	TU-F,M	12P-1230P	NEWS	:30	\$150.00	10/09-10/15	5	1	5	\$750.00	
	22	TU-F,M	1230P-130P	Y&R	:30	\$200.00	10/09-10/15	5	1	5	\$1,000.00	
	23	TU-F,M	130P-2P	B&B	:30	\$200.00	10/09-10/15	5	1	5	\$1,000.00	
	24	TU-F,M	2P-3P	TALK	:30	\$200.00	10/09-10/15	5	1	5	\$1,000.00	
	25	SA	930A-10A	NEWS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	26	SU	9A-930A	NEWS	:30	\$200.00	10/14-10/14	1	1	1	\$200.00	
	27	SU	930A-10A	NEWS	:30	\$200.00	10/14-10/14	1	1	1	\$200.00	

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Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	28	SU	10A-1030A	NEWS	:30	\$200.00	10/14-10/14	1	1	1	\$200.00	
	29	SU	1030A-11A	FACE NATION	:30	\$175.00	10/14-10/14	1	1	1	\$175.00	
	30	SU	11A-1130A	NEWSMAKERS	:30	\$125.00	10/14-10/14	1	1	1	\$125.00	
	31	TU-F,M	3P-4P	DEAL	:30	\$175.00	10/09-10/15	5	1	5	\$875.00	
	32	TU-F,M	4P-430P	NEWS	:30	\$180.00	10/09-10/15	6	1	6	\$1,080.00	
	33	TU-F,M	430P-5P	NEWS	:30	\$180.00	10/09-10/15	5	1	5	\$900.00	
	34	TU-F,M	5P-530P	NEWS	:30	\$275.00	10/09-10/15	6	1	6	\$1,650.00	
	35	TU-F,M	530P-6P	NEWS	:30	\$350.00	10/09-10/15	5	1	5	\$1,750.00	
	36	TU-F,M	6P-630P	NEWS	:30	\$350.00	10/09-10/15	6	1	6	\$2,100.00	
	37	SA	6P-630P	NEWS	:30	\$400.00	10/13-10/13	1	1	1	\$400.00	
	38	SU	630P-7P	NEWS	:30	\$325.00	10/14-10/14	1	1	1	\$325.00	
	39	TU-F,M	7P-730P	INSIDE	:30	\$350.00	10/09-10/15	5	1	5	\$1,750.00	
	40	TU-F,M	730P-8P	ET	:30	\$400.00	10/09-10/15	5	1	5	\$2,000.00	
	41	M	9P-10P	BROKE/MIKE	:30	\$1,500.00	10/15-10/15	1	1	1	\$1,500.00	
	42	M	10P-11P	HAWAII 5.0	:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
	43	TU	9P-10P	NCIS LA	:30	\$2,000.00	10/09-10/09	1	1	1	\$2,000.00	
	44	W	10P-11P	CSI	:30	\$1,700.00	10/10-10/10	1	1	1	\$1,700.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	45	TH	9P-10P	PERSON	:30	\$1,800.00	10/11-10/11	1	1	1	\$1,800.00	
	46	F	9P-10P	JERSEY	:30	\$1,000.00	10/12-10/12	1	1	1	\$1,000.00	
	47	SA	8P-9P	CRIMETIME	:30	\$350.00	10/13-10/13	1	1	1	\$350.00	
	48	SA	10P-11P	48 HRS	:30	\$800.00	10/13-10/13	1	1	1	\$800.00	
	49	SU	7P-8P	60 MIN	:30	\$1,240.00	10/14-10/14	1	1	1	\$1,240.00	
	51	SU	10P-11P	MENTALIST	:30	\$1,200.00	10/14-10/14	1	1	1	\$1,200.00	
	52	TU-F,M	11P-1135P	NEWS	:30	\$600.00	10/09-10/15	5	1	5	\$3,000.00	
	53	SA	11P-1135P	NEWS	:30	\$600.00	10/13-10/13	1	1	1	\$600.00	
	54	SU	11P-1135P	NEWS	:30	\$600.00	10/14-10/14	1	1	1	\$600.00	
	55	TU-F,M	1135P-1235A	LETTERMAN	:30	\$225.00	10/09-10/15	2	1	2	\$450.00	
	56	SA	1135P-1205A	BENGALS	:30	\$150.00	10/13-10/13	1	1	1	\$150.00	
	57	SA	1205A-105A	CRIM MINDS	:30	\$100.00	10/13-10/13	1	1	1	\$100.00	
	58	SU	1135P-1205A	SPORTS	:30	\$175.00	10/14-10/14	1	1	1	\$175.00	
	59	SU	1205A-105A	CRIM MINDS	:30	\$100.00	10/14-10/14	1	1	1	\$100.00	
	60	SA	12P-1P	COL FTBL	:30	\$350.00	10/13-10/13	1	1	1	\$350.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	61	SU	1P-4P	BENGALS	:30	\$6,500.00	10/14-10/14	1	1	1	\$6,500.00	
	62	SU	4P-7P	NFL	:30	\$2,600.00	10/14-10/14	1	1	1	\$2,600.00	
	63	SU	415P-5P	BENGALS POST	:30	\$900.00	10/14-10/14	1	1	1	\$900.00	

P4

---REPORT TOTALS---

Report Totals: 166 / \$54,270.00

---SALES MONTHLY TOTALS---

Oct 12: 166 / \$54,270.00

Sales Totals: 166 / \$54,270.00

Station Totals: 166 / \$54,270.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$201,000	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	24%
		WKRC	27%	WLWT	29%	WSTR	2%	WXIX	17%		

Books null
Demos RA35+

Spot Manager: All, 10/09/12-10/15/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 51599												
Line: 1												
10/09/12	Tuesday		:30	\$100.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 4 AMERICA *A *a		P-4	5	MWASH-
10/10/12	Wednesday		:30	\$100.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-
10/11/12	Thursday		:30	\$100.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
10/12/12	Friday		:30	\$100.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-
10/15/12	Monday		:30	\$100.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
											5	
Line: 2												
10/09/12	Tuesday		:30	\$100.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
10/10/12	Wednesday		:30	\$100.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-
10/11/12	Thursday		:30	\$100.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA 4 AMERICA *A *a		P-4	5	MWASH-
10/12/12	Friday		:30	\$100.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-
10/15/12	Monday		:30	\$100.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
											5	
Line: 3												
10/09/12	Tuesday		:30	\$190.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
10/10/12	Wednesday		:30	\$190.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A *a		P-4	5	MWASH-
10/11/12	Thursday		:30	\$190.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-
10/12/12	Friday		:30	\$190.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-
10/15/12	Monday		:30	\$190.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
											5	
Line: 4												
10/09/12	Tuesday		:30	\$190.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
10/10/12	Wednesday		:30	\$190.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A *a		P-4	5	MWASH-
10/11/12	Thursday		:30	\$190.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-
10/12/12	Friday		:30	\$190.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-
10/15/12	Monday		:30	\$190.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
											5	
Line: 5												
10/09/12	Tuesday		:30	\$100.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
10/10/12	Wednesday		:30	\$100.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-
10/11/12	Thursday		:30	\$100.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A *a		P-4	5	MWASH-
10/12/12	Friday		:30	\$100.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
10/15/12	Monday		:30	\$100.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-
											5	
Line: 6												
10/09/12	Tuesday		:30	\$100.00		CBS This Morning	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-
10/10/12	Wednesday		:30	\$100.00		CBS This Morning	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
10/11/12	Thursday		:30	\$100.00		CBS This Morning	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
10/12/12	Friday		:30	\$100.00		CBS This Morning	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A *a		P-4	5	MWASH-
10/15/12	Monday		:30	\$100.00		CBS This Morning	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/09/12-10/15/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 51599												
Line: 6												
											5	
Line: 7												
10/09/12	Tuesday		:30	\$100.00		CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A *a		P-4	4 MWASH-	
10/10/12	Wednesday		:30	\$100.00		CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A *a		P-4	2 MWASH-	
10/11/12	Thursday		:30	\$100.00		CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A *a		P-4	5 MWASH-	
10/12/12	Friday		:30	\$100.00		CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A *a		P-4	3 MWASH-	
10/15/12	Monday		:30	\$100.00		CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
											5	
Line: 8												
10/09/12	Tuesday		:30	\$100.00		CBS This Morning	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A *a		P-4	2 MWASH-	
10/10/12	Wednesday		:30	\$100.00		CBS This Morning	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A *a		P-4	4 MWASH-	
10/11/12	Thursday		:30	\$100.00		CBS This Morning	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A *a		P-4	5 MWASH-	
10/12/12	Friday		:30	\$100.00		CBS This Morning	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
10/15/12	Monday		:30	\$100.00		CBS This Morning	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A *a		P-4	3 MWASH-	
											5	
Line: 9												
10/09/12	Tuesday		:30	\$30.00		430-5a News	4:30 XM-4:59 XM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
10/10/12	Wednesday		:30	\$30.00		430-5a News	4:30 XM-4:59 XM	OBAMA 4 AMERICA *A *a		P-4	2 MWASH-	
10/11/12	Thursday		:30	\$30.00		430-5a News	4:30 XM-4:59 XM	OBAMA 4 AMERICA *A *a		P-4	5 MWASH-	
10/14/12	Sunday		:30	\$30.00		430-5a News	4:30 XM-4:59 XM	OBAMA 4 AMERICA *A *a		P-4	3 MWASH-	
10/15/12	Monday		:30	\$30.00		430-5a News	4:30 XM-4:59 XM	OBAMA 4 AMERICA *A *a		P-4	4 MWASH-	
											5	
Line: 10												
10/13/12	Saturday		:30	\$100.00		6a-8a Local 12 News S	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
											1	
Line: 11												
10/13/12	Saturday		:30	\$100.00		6a-8a Local 12 News S	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
											1	
Line: 12												
10/13/12	Saturday		:30	\$100.00		6a-8a Local 12 News S	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
											1	
Line: 13												
10/13/12	Saturday		:30	\$100.00		6a-8a Local 12 News S	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
											1	
Line: 14												
10/13/12	Saturday		:30	\$100.00		CBS This Morning Satu	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
											1	
Line: 15												

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/09/12-10/15/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 51599												
Line: 15												
10/13/12	Saturday		:30	\$100.00		CBS This Morning Sat	8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
											1	
Line: 16												
10/13/12	Saturday		:30	\$100.00		CBS This Morning Sat	9:00:00 AM-9:30:00 A	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
											1	
Line: 17												
10/14/12	Sunday		:30	\$25.00		430-5a News	4:30 XM-4:59 XM	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
											1	
Line: 18												
10/09/12	Tuesday		:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
10/10/12	Wednesday		:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-
10/11/12	Thursday		:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-
10/12/12	Friday		:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A *a		P-4	5	MWASH-
10/15/12	Monday		:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
											5	
Line: 19												
10/09/12	Tuesday		:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
10/10/12	Wednesday		:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
10/11/12	Thursday		:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-
10/12/12	Friday		:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A *a		P-4	5	MWASH-
10/15/12	Monday		:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-
											5	
Line: 20												
10/09/12	Tuesday		:30	\$160.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-
10/10/12	Wednesday		:30	\$160.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-
10/11/12	Thursday		:30	\$160.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A *a		P-4	5	MWASH-
10/12/12	Friday		:30	\$160.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
10/15/12	Monday		:30	\$160.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
											5	
Line: 21												
10/09/12	Tuesday		:30	\$150.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
10/10/12	Wednesday		:30	\$150.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-
10/11/12	Thursday		:30	\$150.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-
10/12/12	Friday		:30	\$150.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A *a		P-4	5	MWASH-
10/15/12	Monday		:30	\$150.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
											5	
Line: 22												
10/09/12	Tuesday		:30	\$200.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-
10/10/12	Wednesday		:30	\$200.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/09/12-10/15/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 51599												
Line: 22												
10/11/12	Thursday		:30	\$200.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A *a		P-4	5 MWASH	
10/12/12	Friday		:30	\$200.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH	
10/15/12	Monday		:30	\$200.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A *a		P-4	3 MWASH	
											5	
Line: 23												
10/09/12	Tuesday		:30	\$200.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A *a		P-4	5 MWASH	
10/10/12	Wednesday		:30	\$200.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A *a		P-4	3 MWASH	
10/11/12	Thursday		:30	\$200.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A *a		P-4	2 MWASH	
10/12/12	Friday		:30	\$200.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH	
10/15/12	Monday		:30	\$200.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A *a		P-4	4 MWASH	
											5	
Line: 24												
10/09/12	Tuesday		:30	\$200.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A *a		P-4	3 MWASH	
10/10/12	Wednesday		:30	\$200.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A *a		P-4	4 MWASH	
10/11/12	Thursday		:30	\$200.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A *a		P-4	5 MWASH	
10/12/12	Friday		:30	\$200.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH	
10/15/12	Monday		:30	\$200.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A *a		P-4	2 MWASH	
											5	
Line: 25												
10/13/12	Saturday		:30	\$100.00		CBS This Morning Satur	(9:30:00 AM-10:00:00	OBAMA 4 AMERICA *A *a		P-4	1 MWASH	
											1	
Line: 26												
10/14/12	Sunday		:30	\$200.00		CBS Sun Morning	(9:00:00 AM-9:30:00 A	OBAMA 4 AMERICA *A *a		P-4	1 MWASH	
											1	
Line: 27												
10/14/12	Sunday		:30	\$200.00		CBS Sun Morning	(9:30:00 AM-10:00:00	OBAMA 4 AMERICA *A *a		P-4	1 MWASH	
											1	
Line: 28												
10/14/12	Sunday		:30	\$200.00		CBS Sun Morning	(10:00:00 AM-10:30:00	OBAMA 4 AMERICA *A *a		P-4	1 MWASH	
											1	
Line: 29												
10/14/12	Sunday		:30	\$175.00		Face the Nation	10:30 AM-11:00 AM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH	
											1	
Line: 30												
10/14/12	Sunday		:30	\$125.00		Newsmakers	11:00 AM-11:30 AM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH	
											1	
Line: 31												
10/09/12	Tuesday		:30	\$175.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A *a		P-4	2 MWASH	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/09/12-10/15/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 51599												
Line: 31												
10/10/12	Wednesday		:30	\$175.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
10/11/12	Thursday		:30	\$175.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A *a		P-4	5	MWASH-
10/12/12	Friday		:30	\$175.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-
10/15/12	Monday		:30	\$175.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
											\$875.00	5
Line: 32												
10/09/12	Tuesday		:30	\$180.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
10/10/12	Wednesday		:30	\$180.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A *a		P-4	6	MWASH-
10/10/12	Wednesday		:30	\$180.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-
10/11/12	Thursday		:30	\$180.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
10/12/12	Friday		:30	\$180.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-
10/15/12	Monday		:30	\$180.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	OBAMA 4 AMERICA *A *a		P-4	5	MWASH-
											\$1,080.00	6
Line: 33												
10/09/12	Tuesday		:30	\$180.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-
10/10/12	Wednesday		:30	\$180.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
10/11/12	Thursday		:30	\$180.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	OBAMA 4 AMERICA *A *a		P-4	5	MWASH-
10/12/12	Friday		:30	\$180.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
10/15/12	Monday		:30	\$180.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 P	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-
											\$900.00	5
Line: 34												
10/09/12	Tuesday		:30	\$275.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
10/10/12	Wednesday		:30	\$275.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-
10/11/12	Thursday		:30	\$275.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
10/12/12	Friday		:30	\$275.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-
10/15/12	Monday		:30	\$275.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	OBAMA 4 AMERICA *A *a		P-4	5	MWASH-
10/15/12	Monday		:30	\$275.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	OBAMA 4 AMERICA *A *a		P-4	6	MWASH-
											\$1,650.00	6
Line: 35												
10/09/12	Tuesday		:30	\$350.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
10/10/12	Wednesday		:30	\$350.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
10/11/12	Thursday		:30	\$350.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	OBAMA 4 AMERICA *A *a		P-4	5	MWASH-
10/12/12	Friday		:30	\$350.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-
10/15/12	Monday		:30	\$350.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-
											\$1,750.00	5
Line: 36												
10/09/12	Tuesday		:30	\$350.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-
10/10/12	Wednesday		:30	\$350.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-
10/11/12	Thursday		:30	\$350.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A *a		P-4	3	MWASH-
10/12/12	Friday		:30	\$350.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A *a		P-4	4	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/09/12-10/15/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 51599												
Line: 36												
10/15/12	Monday		:30	\$350.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A *a		P-4	5 MWASH-	
10/15/12	Monday		:30	\$350.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A *a		P-4	6 MWASH-	
											6	
Line: 37												
10/13/12	Saturday		:30	\$400.00		6pm Local 12 News Sat	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
											1	
Line: 38												
10/14/12	Sunday		:30	\$325.00		630p Local 12 News Su	6:30 PM-7:00 PM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
											1	
Line: 39												
10/09/12	Tuesday		:30	\$350.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A *a		P-4	2 MWASH-	
10/10/12	Wednesday		:30	\$350.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A *a		P-4	5 MWASH-	
10/11/12	Thursday		:30	\$350.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A *a		P-4	3 MWASH-	
10/12/12	Friday		:30	\$350.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
10/15/12	Monday		:30	\$350.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A *a		P-4	4 MWASH-	
											5	
Line: 40												
10/09/12	Tuesday		:30	\$400.00		M-F 730p-8p	7:30 PM-8:00 PM	OBAMA 4 AMERICA *A *a		P-4	2 MWASH-	
10/10/12	Wednesday		:30	\$400.00		M-F 730p-8p	7:30 PM-8:00 PM	OBAMA 4 AMERICA *A *a		P-4	4 MWASH-	
10/11/12	Thursday		:30	\$400.00		M-F 730p-8p	7:30 PM-8:00 PM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
10/12/12	Friday		:30	\$400.00		M-F 730p-8p	7:30 PM-8:00 PM	OBAMA 4 AMERICA *A *a		P-4	5 MWASH-	
10/15/12	Monday		:30	\$400.00		M-F 730p-8p	7:30 PM-8:00 PM	OBAMA 4 AMERICA *A *a		P-4	3 MWASH-	
											5	
Line: 41												
10/15/12	Monday		:30	\$1,500.00		Mon Reg 2	9:00 PM-10:00 PM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
											1	
Line: 42												
10/15/12	Monday		:30	\$2,000.00		Mon Reg 3	10:00 PM-11:00 PM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
											1	
Line: 43												
10/09/12	Tuesday		:30	\$2,000.00		Tue Reg 2	9:00 PM-10:00 PM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
											1	
Line: 44												
10/10/12	Wednesday		:30	\$1,700.00		Wed Reg 3	10:00 PM-11:00 PM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
											1	
Line: 45												
10/11/12	Thursday		:30	\$1,800.00		Thu Reg 2	9:00 PM-10:00 PM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
											1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/09/12-10/15/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE	
Advertiser: Obama/D/President													
Agency: Greer Margolis Mitchell													
Station: WKRC-TV													
Order: 51599													
Line: 46													
10/12/12	Friday		:30	\$1,000.00		Fri Reg 2	9:00 PM-10:00 PM	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-	
				\$1,000.00								1	
Line: 47													
10/13/12	Saturday		:30	\$350.00		Sat Reg 1	8:00 PM-9:00 PM	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-	
				\$350.00								1	
Line: 48													
10/13/12	Saturday		:30	\$800.00		Sat Reg 3	10:00 PM-11:00 PM	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-	
				\$800.00								1	
Line: 49													
10/14/12	Sunday		:30	\$1,240.00		Sun Reg 1	7:00 PM-8:00 PM	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-	
				\$1,240.00								1	
Line: 50													
10/14/12	Sunday		:30	\$1,200.00		Sun Reg 4	10:00 PM-11:00 PM	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-	
				\$1,200.00								1	
Line: 51													
10/09/12	Tuesday		:30	\$600.00		11p M-F Local 12 News 11:00 PM-11:35 PM	OBAMA 4 AMERICA *A *a			P-4	2	MWASH-	
10/10/12	Wednesday		:30	\$600.00		11p M-F Local 12 News 11:00 PM-11:35 PM	OBAMA 4 AMERICA *A *a			P-4	4	MWASH-	
10/11/12	Thursday		:30	\$600.00		11p M-F Local 12 News 11:00 PM-11:35 PM	OBAMA 4 AMERICA *A *a			P-4	5	MWASH-	
10/12/12	Friday		:30	\$600.00		11p M-F Local 12 News 11:00 PM-11:35 PM	OBAMA 4 AMERICA *A *a			P-4	3	MWASH-	
10/15/12	Monday		:30	\$600.00		11p M-F Local 12 News 11:00 PM-11:35 PM	OBAMA 4 AMERICA *A *a			P-4	1	MWASH-	
				\$3,000.00								5	
Line: 52													
10/13/12	Saturday		:30	\$600.00		11p M-Su Local 12 New 11:00 PM-11:35 PM	OBAMA 4 AMERICA *A *a			P-4	1	MWASH-	
				\$600.00								1	
Line: 53													
10/14/12	Sunday		:30	\$600.00		11p M-Su Local 12 New 11:00 PM-11:35 PM	OBAMA 4 AMERICA *A *a			P-4	1	MWASH-	
				\$600.00								1	
Line: 54													
10/12/12	Friday		:30	\$225.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-	
10/15/12	Monday		:30	\$225.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A *a		P-4	2	MWASH-	
				\$450.00								2	
Line: 55													
10/13/12	Saturday		:30	\$150.00		Sat Late Fringe Rotator	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-	
				\$150.00								1	
Line: 56													
10/13/12	Saturday		:30	\$100.00		Sat 1205a-105a	12:05 XM-1:05 XM	OBAMA 4 AMERICA *A *a		P-4	1	MWASH-	
				\$100.00								1	
Line: 57													

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/09/12-10/15/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 51599

Line: 57

10/14/12	Sunday		:30	\$175.00		Sun 1135p-1205a	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
				\$175.00							1	

Line: 58

10/14/12	Sunday		:30	\$100.00		Sun 1205a-105a	12:05 XM-1:05 XM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
				\$100.00							1	

Line: 59

10/13/12	Saturday		:30	\$350.00		SEC Football	12:00 PM-7:00 PM	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
				\$350.00							1	

Line: 60

10/14/12	Sunday		:30	\$6,500.00		Bengals vs Cleveland	(1:00:00 PM-4:00:00 PM)	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
				\$6,500.00							1	

Line: 61

10/14/12	Sunday		:30	\$2,600.00		NFL Regular Season	(4:00:00 PM-7:00:00 PM)	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
				\$2,600.00							1	

Line: 62

10/14/12	Sunday		:30	\$900.00		M-Su 5a-2a	(4:15:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A *a		P-4	1 MWASH-	
				\$900.00							1	
				\$54,270.00							166	
				\$54,270.00							166	
				\$54,270.00							166	
				\$54,270.00							166	
				\$54,270.00							166	
				\$54,270.00							166	

[Filtered by:] [Sorted by: Station]